

**STIC Database Tracking Number: 280044**

**To: Ms. Jeffrey D. Carlson**  
**Location: KNX 05 D79**  
**Art Unit: 3622**  
**Date: 2/27/2010**  
**Case Serial Number: 09763141**

**From: Aaron Gitzen**  
**Location: EIC3600**  
**KNX 04 A70**  
**Phone: (571) 272-3096**  
**aaron.gitzen@uspto.gov**

## **Search Notes**

Dear Examiner Carlson:

Please find attached the results of your search for the above-referenced case. The search was conducted in Dialog.

References of interest are listed in the first part of the search results. Please scan through the remaining results for other possible references of interest.

If you have any questions about the search, or need a refocus, please do not hesitate to contact me.

Thank you for using the EIC, and we look forward to your next search!

Aaron Gitzen

<b>I.</b>	<b>REFERENCES OF INTEREST .....</b>	<b>3</b>
A.	Dialog.....	3
B.	Additional Resources Searched.....	6
<b>II.</b>	<b>INVENTOR SEARCH RESULTS FROM DIALOG .....</b>	<b>7</b>
<b>III.</b>	<b>TEXT SEARCH RESULTS FROM DIALOG .....</b>	<b>11</b>
A.	Patent Files, Abstract .....	11
B.	Patent Files, Full-Text.....	19
<b>IV.</b>	<b>TEXT SEARCH RESULTS FROM DIALOG .....</b>	<b>26</b>
A.	NPL Files, Abstract.....	26
B.	NPL Files, Full-text.....	27
<b>V.</b>	<b>ADDITIONAL RESOURCES SEARCHED .....</b>	<b>32</b>

## I. References of Interest

### A. Dialog

Dialog eLink: Order File History

20/3K/11 (Item 10 from file: 349)

DIALOG(R)File 349: PCT FULLTEXT

(c) 2010 WIPO/Thomson. All rights reserved.

00825032

### **SYSTEM AND METHOD FOR INTERNET ADVERTISEMENT USING MONITOR INCLUDING MAIN DISPLAY AND SUB DISPLAY**

SYSTEME ET PROCEDE DE PUBLICITE SUR INTERNET AU MOYEN D'UN MONITEUR  
COMPORTANT UN ECRAN PRINCIPAL ET UN SOUS-ECRAN

#### **Patent Applicant/Patent Assignee:**

- **TOPHEAD COM**

Ildong Pharm Building, 2nd floor, 60 Yangjae-dong, Seocho-ku, Seoul 137-070; KR;  
KR(Residence); KR(Nationality); (For all designated states except: US)

#### **Patent Applicant/Inventor:**

- **LEE Eun Seog**

Sampoong Apt. 21-1102, 1685 Seocho-dong, Seocho-ku, Seoul 137-070; KR; KR(Residence);  
KR(Nationality)

#### **Legal Representative:**

- **LEE Jae Hwa (agent)**

4th floor Duck chun B/D, 718-10 Yoksam 1-dong, Kangnam-ku, Seoul 135-081; KR

	Country	Number	Kind	Date
Patent	WO	200157610	A2-A3	20010809
Application	WO	2000KR643		20000619
Priorities	KR	20005450		20000203
	KR	200025884		20000515

#### **Detailed Description:**

...loading advertisements for a consideration, and users (subscribers) connected to the system server 30 to **view** information, including **advertisements**, supplied by the **system server** 30.

In accordance with the **present** invention, **advertisements** are always **displayed** on the sub **screen** 72 of the user computer 10 **linked** to the system server 30 via the Internet. The **advertisement** data **displayed** on the sub **display** 72 may be periodically varied in accordance with an advertisement schedule management program.

Advertisements are...

**Dialog eLink:** [Order File History](#)  
22/3,K/22 (Item 22 from file: 350)  
DIALOG(R)File 350: Derwent WPIX  
(c) 2010 Thomson Reuters. All rights reserved.

0015155283 *Drawing available*  
WPI Acc no: 2005-504863/200551  
Related WPI Acc No: 2004-118508; 2009-L31420

**Purchase transaction processing method involves transmitting email page comprising message soft button that enables transmission of email message, from server to user, in response to request received at server**

Patent Assignee: MAYO A P (MAYO-I)  
Inventor: MAYO A P

Patent Family ( 1 patents, 1 countries )							
Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
US 20050144121	A1	20050630	US 2003744009	A	20031224	200551	B

Priority Applications (no., kind, date): US 2003744009 A 20031224

Patent Details					
Patent Number	Kind	Lan	Pgs	Draw	Filing Notes
US 20050144121	A1	EN	18	8	

**Class Codes** International Patent Classification IPC Class Level Scope Position Status Version Date

**G06Q-0030/00... G06Q-0030/00...** Original Publication Data by Authority Argentina **Publication No.** ...**Original Abstracts:**the system of the present invention may function in the context of an internet based **commercial** real estate brokering **system**. In such a system, potential buyers, sellers, lessors and lessees list and respond to offerings... .. conveniently and accurately track orders and renewals of listings. All that is necessary from the **advertiser's** point of view is to select and **activate** the "reply" **button** on, for example, the **advertiser's email** application **screen**. Once this is done, a reply email is sent to and received by the system...

**Dialog eLink:** Order File History  
14/3K/7 (Item 7 from file: 349)  
DIALOG(R)File 349: PCT FULLTEXT  
(c) 2010 WIPO/Thomson. All rights reserved.

00848898

**VIEWING PROMOTING SYSTEM AND VIEWING PROMOTING DEVICE, AND  
RECORDING MEDIUM**  
SYSTEME ET DISPOSITIF DE PROMOTION DU VISIONNEMENT, ET SUPPORT  
D'ENREGISTREMENT

**Patent Applicant/Patent Assignee:**

- **ADC TECHNOLOGY INC**  
16-8, Sakae 4-chome, Naka-ku, Nagoya-shi, Aichi 460-0008; JP; JP(Residence); JP(Nationality);  
(For all designated states except: US)

**Patent Applicant/Inventor:**

- **MIZUGUCHI Kazumi**  
ADC Technology Inc., 16-8, Sakae 4-chome, Naka-ku, Nagoya-shi, Aichi 460-0008; JP;  
JP(Residence); JP(Nationality); (Designated only for: US)

**Legal Representative:**

- **ADACHI Tsutomu (agent)**  
Nagoyaseni Building, 7th Floor, 9-27, Nishiki 2-chome, Naka-ku, Nagoya-shi, Aichi 460-0003;  
JP

	Country	Number	Kind	Date
--	---------	--------	------	------

	Country	Number	Kind	Date
Patent	WO	200182602	A1	20011101
Application	WO	2001JP3593		20010425
Priorities	JP	2000126022		20000426

### English Abstract:

...the viewing of broadcast contents. When a mail receiving terminal receives from a mail server **e-mail** containing information that a **commercial** from an advertiser is going to be aired, a notice of broadcasting the **commercial** from the **advertiser** is **displayed** on a mailer **screen** (50) along with a program recording **button** (64), program **viewing** button (65), a **commercial** recording button (66) and a **commercial viewing** button (67). The mail contains such program information as a program starting time/date, a...

### B. Additional Resources Searched

[Insert]

## **II. Inventor Search Results from Dialog**

File 20:Dialog Global Reporter 1997-2010/Feb 27  
(c) 2010 Dialog

File 15:ABI/Inform(R) 1971-2010/Feb 26  
(c) 2010 ProQuest Info&Learning

File 610:Business Wire 1999-2010/Feb 27  
(c) 2010 Business Wire.

File 810:Business Wire 1986-1999/Feb 28  
(c) 1999 Business Wire

File 613:PR Newswire 1999-2010/Feb 27  
(c) 2010 PR Newswire Association Inc

File 813:PR Newswire 1987-1999/Apr 30  
(c) 1999 PR Newswire Association Inc

File 634:San Jose Mercury Jun 1985-2010/Feb 26  
(c) 2010 San Jose Mercury News

File 624:McGraw-Hill Publications 1985-2010/Feb 27  
(c) 2010 McGraw-Hill Co. Inc

File 9:Business & Industry(R) Jul/1994-2010/Feb 25  
(c) 2010 Gale/Cengage

File 275:Gale Group Computer DB(TM) 1983-2010/Jan 20  
(c) 2010 Gale/Cengage

File 621:Gale Group New Prod.Annou.(R) 1985-2010/Jan 11  
(c) 2010 Gale/Cengage

File 636:Gale Group Newsletter DB(TM) 1987-2010/Jan 26  
(c) 2010 Gale/Cengage

File 16:Gale Group PROMT(R) 1990-2010/Feb 27  
(c) 2010 Gale/Cengage

File 160:Gale Group PROMT(R) 1972-1989  
(c) 1999 The Gale Group

File 148:Gale Group Trade & Industry DB 1976-2010/Feb 27  
(c) 2010 Gale/Cengage

File 471:New York Times Fulltext 1980-2010/Feb 26  
(c) 2010 The New York Times

File 570:Gale Group MARS(R) 1984-2010/Jan 26  
(c) 2010 Gale/Cengage

File 635:Business Dateline(R) 1985-2010/Feb 26  
(c) 2010 ProQuest Info&Learning

File 387:The Denver Post 1994-2010/Feb 26  
(c) 2010 Denver Post

File 492:Arizona Repub/Phoenix Gaz 19862002/Jan 06  
(c) 2002 Phoenix Newspapers

File 494:St LouisPost-Dispatch 1988-2010/Feb 26  
(c) 2010 St Louis Post-Dispatch

File 631:Boston Globe 1980-2009/Dec 30  
(c) 2010 Boston Globe

File 633:Phil.Inquirer 1983-2010/Feb 27  
(c) 2010 Philadelphia Newspapers Inc

File 638:Newsday/New York Newsday 1987-2010/Feb 23  
(c) 2010 Newsday Inc.

File 640:San Francisco Chronicle 1988-2009/Dec 13  
(c) 2010 Chronicle Publ. Co.

File 641:Rocky Mountain News Jun 1989-2009/Jan 16  
(c) 2009 Scripps Howard News

File 702:Miami Herald 1983-2010/Feb 27  
(c) 2010 The Miami Herald Publishing Co.

File 703:USA Today 1989-2010/Feb 26  
(c) 2010 USA Today

File 704:(Portland)The Oregonian 1989-2010/Feb 26  
(c) 2010 The Oregonian  
File 713:Atlanta J/Const. 1989-2010/Feb 27  
(c) 2010 Atlanta Newspapers  
File 714:(Baltimore) The Sun 1990-2010/Feb 26  
(c) 2010 Baltimore Sun  
File 715:Christian Sci.Mon. 1989-2009/Dec 07  
(c) 2009 Christian Science Monitor  
File 725:(Cleveland)Plain Dealer Aug 1991-2010/Feb 26  
(c) 2010 The Plain Dealer  
File 735:St. Petersburg Times 1989- 2010/Feb 26  
(c) 2010 St. Petersburg Times  
File 477:Irish Times 1999-2010/Feb 27  
(c) 2010 Irish Times  
File 710:Times/Sun.Times(London) Jun 1988-2010/Feb 26  
(c) 2010 Times Newspapers  
File 711:Independent(London) Sep 1988-2006/Dec 12  
(c) 2006 Newspaper Publ. PLC  
File 756:Daily/Sunday Telegraph 2000-2010/Feb 27  
(c) 2010 Telegraph Group  
File 757:Mirror Publications/Independent Newspapers 2000-2010/Feb 27  
(c) 2010

Set	Items	Description
S1	0	AU=(JOO, JIN())YONG? OR JOO JIN()YONG? OR JOO(2N)JIN()YONG?)
S2	0	AU=(KIM, YANG())HO? OR KIM YANG()HO? OR KIM(2N)YANG()HO?)
S3	0	S1 AND S2

File 2:INSPEC 1898-2010/Feb W3  
(c) 2010 The IET  
File 35:Dissertation Abs Online 1861-2010/Jan  
(c) 2010 ProQuest Info&Learning  
File 65:Inside Conferences 1993-2010/Feb 26  
(c) 2010 BLDSC all rts. reserv.  
File 99:Wilson Appl. Sci & Tech Abs 1983-2010/Dec  
(c) 2010 The HW Wilson Co.  
File 474:New York Times Abs 1969-2010/Feb 27  
(c) 2010 The New York Times  
File 475:Wall Street Journal Abs 1973-2010/Feb 27  
(c) 2010 The New York Times  
File 583:Gale Group Globalbase(TM) 1986-2002/Dec 13  
(c) 2002 Gale/Cengage  
File 256:TecTrends 1982-2010/Feb W3  
(c) 2010 Info.Sources Inc. All rights res.  
File 23:CSA Technology Research Database 1963-2010/Jan  
(c) 2010 CSA.  
File 7:Social SciSearch(R) 1972-2010/Feb W3  
(c) 2010 The Thomson Corp  
File 34:SciSearch(R) Cited Ref Sci 1990-2010/Feb W3  
(c) 2010 The Thomson Corp  
File 434:SciSearch(R) Cited Ref Sci 1974-1989/Dec  
(c) 2006 The Thomson Corp

Set	Items	Description
S1	0	AU=(JOO, JIN())YONG? OR JOO JIN()YONG? OR JOO(2N)JIN()YONG?)
S2	0	AU=(KIM, YANG())HO? OR KIM YANG()HO? OR KIM(2N)YANG()HO?)
S3	0	S1 AND S2



File 348:EUROPEAN PATENTS 1978-201008  
(c) 2010 European Patent Office  
File 349:PCT FULLTEXT 1979-2010/UB=20100218|UT=20100211  
(c) 2010 WIPO/Thomson  
File 324:GERMAN PATENTS FULLTEXT 1967-201003  
(c) 2010 UNIVENTIO/THOMSON

Set	Items	Description
S1	47	AU=(JOO, JIN())YONG? OR JOO JIN()YONG? OR JOO(2N)JIN()YONG?)
S2	94	AU=(KIM, YANG())HO? OR KIM YANG()HO? OR KIM(2N)YANG()HO?)
S3	1	S1 AND S2

DIALOG(R)File 348: EUROPEAN PATENTS  
(c) 2010 European Patent Office. All rights reserved.  
3/166/1 (Item 1 from file: 348)  
1216380

# AN ADVERTISING METHOD USING INTERNET E-MAIL AND CHATTING WINDOW PROCEDE D'ANNONCE PUBLICITAIRE UTILISANT UNE FENETRE INTERNET DE COURRIER ELECTRONIQUE ET DE CONVERSATION

## Patent Assignee:

- Joo, Jin-Yong** (2923240)  
201 Artvilla 586 Yangji-dong, Sujeong-ku; Seongnam-city, 461-250 Kyunggi-do (KR)  
(Applicant designated States: all)

## Inventor:

- JOO, Jin-Yong**  
201 Artvilla, 586 Yangji-dong, Sujeong-ku; Seongnam-city, Kyonggi-do 461-250; (KR)
- KIM, Yang-Ho**  
106-806 Daejin-1cha, 339, Jugjohn, Suji-eub; Yongin-city, Kyonggi-do 449-840; (KR)

File 350:Derwent WPIX 1963-2010/UD=201013  
(c) 2010 Thomson Reuters  
File 347:JAPIO Dec 1976-2009/Oct(Updated 100129)  
(c) 2010 JPO & JAPIO  
File 344:Chinese Patents Abs Jan 1985-2006/Jan  
(c) 2006 European Patent Office

Set	Items	Description
S1	0	AU=(JOO, JIN())YONG? OR JOO JIN()YONG? OR JOO(2N)JIN()YONG?)
S2	0	AU=(KIM, YANG())HO? OR KIM YANG()HO? OR KIM(2N)YANG()HO?)
S3	0	S1 AND S2
?		

### III. Text Search Results from Dialog

#### A. Patent Files, Abstract

File 350:Derwent WPIX 1963-2010/UD=201013  
(c) 2010 Thomson Reuters  
File 347:JAPIO Dec 1976-2009/Oct(Updated 100129)  
(c) 2010 JPO & JAPIO  
File 344:Chinese Patents Abs Jan 1985-2006/Jan  
(c) 2006 European Patent Office

Set	Items	Description
S1	2465	(E())MAIL??? OR EMAIL??? OR EMESSAGE? ? OR (E OR WEB())BASED OR ELECTRONIC? OR INSTANT?? OR HOT OR WEB)(2W)(MAIL? OR MESSAGE? ? OR CORRESPONDEN??)(6N)(POP()UP? ? OR BANNER??? OR ADVERTI? OR AD OR ADS OR ADVERT? ? OR PROMOTION? ? OR OFFER? OR MARKET???? OR COMMERCIAL? ?)
S2	19642	(POP()UP? ? OR BANNER??? OR ADVERTI? OR AD OR ADS OR ADVERT? ? OR PROMOTION? ? OR OFFER? OR MARKET???? OR COMMERCIAL? ?)(8N)(OFF? ? OR DEACTIVAT???? OR CONCEAL? OR HIDE? ? OR HIDDEN?? OR HIDING?? OR SCREEN??? OR CLOSE? ? OR CLOSING?? OR COVER???)
S3	80879	(POP()UP? ? OR BANNER??? OR ADVERTI? OR AD OR ADS OR ADVERT? ? OR PROMOTION? ? OR OFFER? OR MARKET???? OR COMMERCIAL? ?)(8N)(ACTIVAT???? OR SHOW??? OR REVEAL? OR VIEW??? OR WATCH??? OR READ??? OR DISPLAY??? OR PRESENT??? OR OPEN??? OR DOWNLOAD??? OR ACCESS???)
S4	1822	S2(8N)(SWITCH?? OR BUTTON?? OR ROLLOVER?? OR BADGE?? OR STICKER?? OR ICON? ? OR LINK?? OR CONTROL?? OR TOGGLE?? OR PUSHBUTTON?? OR PUSH()BUTTON?? OR IMBEDDED? ? OR CLICK???)
S5	234	(POP()UP? ? OR BANNER??? OR ADVERTI? OR AD OR ADS OR ADVERT? ?)(5N)(OFF? ? OR DEACTIVAT???? OR CONCEAL? OR HIDE? ? OR HIDDEN?? OR HIDING?? OR CLOSE? ? OR CLOSING??)(5N)(SWITCH?? OR BUTTON?? OR ROLLOVER?? OR CONTROL?? OR TOGGLE?? OR PUSHBUTTON?? OR PUSH()BUTTON??)
S6	132	S1 AND S2
S7	104	S6 AND S3
S8	13	S7 AND S4
S9	247	S8 OR S5
S10	68	S9 AND IC=(G06F OR G07G OR G06Q)
S11	68	IDPAT (sorted in duplicate/non-duplicate order)
S12	67	IDPAT (primary/non-duplicate records only)
S13	19	S12 NOT AY>2000

#### Dialog eLink: Order File History

13/3,K/1 (Item 1 from file: 350)

DIALOG(R)File 350: Derwent WPIX

(c) 2010 Thomson Reuters. All rights reserved.

0013938301 *Drawing available*

WPI Acc no: 2004-118508/200412

Related WPI Acc No: 2005-504863

**Internet transaction processing method in e.g. Internet based commercial real estate advertising system, involves generating unique email address and transaction description page for each transaction description, at server**

Patent Assignee: CHIARAMONTE M J (CHIA-I)

Inventor: MAYO A P

Patent Family ( 1 patents, 1 countries )							
Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
US 6678663	B1	20040113	US 2000549572	A	20000414	200412	B

Priority Applications (no., kind, date): US 2000549572 A 20000414

Patent Details					
Patent Number	Kind	Lan	Pgs	Draw	Filing Notes
US 6678663	B1	EN	17	8	

**Internet transaction processing method in e.g. Internet based commercial real estate advertising system, involves generating unique email address and transaction description page for each transaction description, at server** Class Codes International Patent Classification IPC Class Level Scope Position Status Version Date **G06F-017/60** Main Original Publication Data by Authority Argentina **Publication No. ...Original Abstracts:** conveniently and accurately track orders and renewals of listings. All that is necessary from the **advertiser's** point of view is to select and **activate** the "reply" **button** on, for example, the **advertiser's email** application **screen**. Once this is done, a reply email is sent to and received by the system... **...Claims:** of the offer, an acceptance of the counter-offer and a question regarding the counter **offer**; andd) the **email** transmission does not provide the identity of the first user to the recipient to the...

**Dialog eLink:** [Order File History](#)

13/3,K/2 (Item 2 from file: 350)

DIALOG(R)File 350: Derwent WPIX

(c) 2010 Thomson Reuters. All rights reserved.

0012434839 *Drawing available*

WPI Acc no: 2002-380034/200241

**Advertising method using internet**

Patent Assignee: KIM D Y (KIMD-I)

Inventor: KIM D Y

Patent Family ( 1 patents, 1 countries )							
Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
KR 2001110951	A	20011215	KR 200039171	A	20000708	200241	B

Priority Applications (no., kind, date): KR 200031885 A 20000609

Patent Details					
Patent Number	Kind	Lan	Pgs	Draw	Filing Notes
KR 2001110951	A	KO	1	10	

**Alerting Abstract** ...browser. If the netizen inputs a specific lottery number to an input window of the **pop-up** window and clicks a finish **button** or a **close button**, the **ad-ware** transmits(a800) lottery number-related data and the netizen's ID data to the... **Class Codes** International Patent Classification IPC Class Level Scope Position Status Version Date **G06F-017/60** Main

**Dialog eLink:** [Order File History](#)  
 13/3,K/4 (Item 4 from file: 350)  
 DIALOG(R)File 350: Derwent WPIX  
 (c) 2010 Thomson Reuters. All rights reserved.

0012245926  
 WPI Acc no: 2002-185716/200224  
**Moving picture advertising method using internet**  
 Patent Assignee: KIM Y (KIMY-I)  
 Inventor: KIM Y J

Patent Family ( 1 patents, 1 countries )							
Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
KR 2001092508	A	20011026	KR 200014482	A	20000322	200224	B

Priority Applications (no., kind, date): KR 200014482 A 20000322

**Alerting Abstract** ...moving picture is regenerated on the monitor. Even though the user accesses another site, the **advertisement** is continuously displayed until the user clicks on the **close button**.  
**Class Codes** International Patent Classification IPC Class Level Scope Position Status Version Date

**Dialog eLink:** [Order File History](#)

13/3,K/5 (Item 5 from file: 350)

DIALOG(R)File 350: Derwent WPIX

(c) 2010 Thomson Reuters. All rights reserved.

0011151371 *Drawing available*

WPI Acc no: 2002-088527/200212

**Method for internet ad**

Patent Assignee: HWANG Y S (HWAN-I)

Inventor: HWANG Y S

Patent Family ( 2 patents, 1 countries )							
Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
KR 2001077391	A	20010817	KR 20005166	A	20000202	200212	B
KR 408553	B	20031211	KR 20005166	A	20000202	200425	E

Priority Applications (no., kind, date): KR 20005166 A 20000202

**Alerting Abstract** ...performs the user authentication step(S110). If the user is checked as a member, a **screen** including the **ad** information opens. If the user selects the desired **ad** information(S120), the private **screen** of the selected **ad** opens. When the user **clicks e-mail** on the screen, the user can check **e-mail** content related with the **ad**(S130). The user can perform the **ad** work by referring to the **e-mail** contents(S140). The user compulsorily **reads** the selected **ad** during the fixed time and searches the Internet during the fixed time as the benefit... **Class Codes** International Patent Classification IPC Class Level Scope Position Status Version Date **G06F-017/60** Main

**Dialog eLink:** [Order File History](#)

13/3,K/6 (Item 6 from file: 350)

DIALOG(R)File 350: Derwent WPIX

(c) 2010 Thomson Reuters. All rights reserved.

0010813726 *Drawing available*

WPI Acc no: 2001-430489/200146

**System and method for advertisement on the internet**

Patent Assignee: OH B K (OHBK-I)

Inventor: OH B K

Patent Family ( 1 patents, 1 countries )							
Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
KR 2001000918	A	20010105	KR 200063569	A	20001027	200146	B

Priority Applications (no., kind, date): KR 200062674 A 20001024

**Alerting Abstract** ...advertisement on the internet are provided to increase the effect of the advertisement, by sending **advertisement** data to a client via an **e-mail**, and by rewarding money or a gift if the client **watches** the transmitted **advertisement** data. ...the e-mail to the subscriber, a counter server(24) for checking the subscriber who **watches** the **advertisement**, and counts the time from the **click** of the **advertisement** till the **close** of an **advertisement** window, and an operation server for selects some of the subscribers who **watch** the **advertisement**. **Class Codes** International Patent Classification IPC Class Level Scope Position Status Version Date **G06F-017/60** Main

**Dialog eLink:** [Order File History](#)

13/3,K/9 (Item 9 from file: 350)

DIALOG(R)File 350: Derwent WPIX

(c) 2010 Thomson Reuters. All rights reserved.

0010309836 *Drawing available*

WPI Acc no: 2000-623936/200060

XRPX Acc No: N2000-462742

**Terminal control apparatus using internet for advertisement display, performs ON-OFF control of terminal device remotely placed, based on signal received from main computer**

Patent Assignee: IF RES KK (IFRE-N)

Inventor: OGUMA T

Patent Family ( 1 patents, 1 countries )							
Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
JP 2000253039	A	20000914	JP 199952892	A	19990301	200060	B

Priority Applications (no., kind, date): JP 199952892 A 19990301

**Terminal control apparatus using internet for advertisement display, performs ON-OFF control of terminal device remotely placed, based on signal received from main computer** **Class Codes**

International Patent Classification IPC Class Level Scope Position Status Version Date **G06F-0013/00...**  
**G06F-0013/00...**

**Dialog eLink:** [Order File History](#)

13/3,K/11 (Item 11 from file: 350)

DIALOG(R)File 350: Derwent WPIX

(c) 2010 Thomson Reuters. All rights reserved.

0008094968 *Drawing available*

WPI Acc no: 1997-192265/199717

XRPX Acc No: N1997-158870

**Gesture sensitive button for graphical user interface - detects more than one screen gesture to control number of functions**

Patent Assignee: APPLE COMPUTER INC (APPY)

Inventor: BEERNINK E H; CAPPS S P; FOSTER G S

Patent Family ( 1 patents, 1 countries )							
Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
US 5612719	A	19970318	US 1992985588	A	19921203	199717	B
			US 1994228460	A	19940415		

Priority Applications (no., kind, date): US 1992985588 A 19921203; US 1994228460 A 19940415

**Alerting Abstract** ...the function associated with the gesture. When a tap (226) is detected a function is **toggled on/off**. A check mark (228) causes a ' **pop-up**' window to appear and X-mark (230) to turn on the button... **Class Codes** International Patent Classification IPC Class Level Scope Position Status Version Date **G06F-0003/033...** **G06F-0003/033...**

**Dialog eLink:** [Order File History](#)

13/3,K/12 (Item 12 from file: 350)

DIALOG(R)File 350: Derwent WPIX

(c) 2010 Thomson Reuters. All rights reserved.

0006782333 *Drawing available*

WPI Acc no: 1994-167798/199420

Related WPI Acc No: 1992-208544; 1992-276818; 1992-390308; 1992-208545



XRFX Acc No: N1994-132036

**Broadcasting system for music with accompanying words - stores, broadcasts, receives and displays accompanying words of music being simultaneously broadcast, including real-time indication of word or phrase being sung**

Patent Assignee: MANKOVITZ R J (MANK-I); YUEN H C (YUEN-I)

Inventor: MANKOVITZ R J; YUEN H C; YUN H C

Patent Family ( 10 patents, 45 countries )							
Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
WO 1994010761	A1	19940511	WO 1993US10037	A	19931020	199420	B
TW 225070	A	19940611	TW 1993109339	A	19931108	199427	E
AU 199454088	A	19940524	WO 1993US10037	A	19931020	199434	E
			AU 199454088	A	19931020		
US 5408686	A	19950418	US 1991657477	A	19910219	199521	E
			US 1991737211	A	19910729		
			US 1992969013	A	19921030		
EP 673568	A1	19950927	EP 1993924378	A	19931020	199543	E
			WO 1993US10037	A	19931020		
US 5526284	A	19960611	US 1991657477	A	19910219	199629	E
			US 1991737211	A	19910729		
			US 1992969013	A	19921030		
			US 1995407192	A	19950320		
JP 8503110	W	19960402	WO 1993US10037	A	19931020	199645	E
			JP 1994511149	A	19931020		
US 5561849	A	19961001	US 1991657477	A	19910219	199645	E
			US 1991737211	A	19910729		
			US 1992969013	A	19921030		
			US 1995424065	A	19950418		
CN 1091567	A	19940831	CN 1993120738	A	19931030	199715	E
US RE37131	E	20010410	US 1991657477	A	19910219	200122	E
			US 1991737211	A	19910729		
			US 1992969013	A	19921030		
			US 1997844061	A	19970418		

Priority Applications (no., kind, date): US 1991657477 A 19910219; US 1991737211 A 19910729; US 1992969012 A 19921030; US 1992969013 A 19921030; US 1995407192 A 19950320; US 1995424065 A 19950418; US 1997844061 A 19970418

**Class Codes** International Patent Classification IPC Class Level Scope Position Status Version Date  
**G06F-013/10...** Original Publication Data by Authority Argentina **Publication No. ...Claims:** into  
analog audio signals using a digital to analog converter connected to the computer, under **control off**  
said computer, simultaneously playing **the audio** commercial **advertisement** on the tape deck,  
outputting **the** converted supplemental textual data to the cue channel input of said cartridge recorder  
and recording...

**Dialog eLink:** [Order File History](#)  
13/3,K/14 (Item 2 from file: 347)  
DIALOG(R)File 347: JAPIO  
(c) 2010 JPO & JAPIO. All rights reserved.

09729867 \*\*Image available\*\*

## **SYSTEM FOR DISPLAYING ADVERTISEMENT INFORMATION**

**Pub. No.:** 2009-122790 [JP 2009122790 A ]  
**Published:** June 04, 2009 (20090604)  
**Inventor:** TAMURA TAKURO  
MUTO ISAMU  
**Applicant:** BITS CO LTD  
**Application No.:** 2007-293838 [JP 2007293838]  
**Filed:** November 13, 2007 (20071113)

**International Patent Class (v8 + Attributes)**  
**IPC + Level Value Position Status Version Action Source Office:**  
**G06F-0017/21...**

## **ABSTRACT**

...information, and electronic document embedded advertisements are  
provided. The browser of the electronic document operates **control** on  
the embedded **advertisement** to achieve the **control** of the on/  
**off** of a function, the selection of the relevant information of the  
character string and/or...

Di01

**Dialog eLink: Order File History**

13/3,K/17 (Item 5 from file: 347)

DIALOG(R)File 347: JAPIO

(c) 2010 JPO & JAPIO. All rights reserved.

05150956 \*\*Image available\*\*

**ELECTRONIC DOCUMENT PROCESSOR**

**Pub. No.:** 08-106456 [JP 8106456 A ]

**Published:** April 23, 1996 (19960423)

**Inventor:** MIDORIKAWA HIROSHI

**Applicant:** SEIKO EPSON CORP [000236] (A Japanese Company or Corporation), JP (Japan)

**Application No.:** 07-200775 [JP 95200775]

**Filed:** August 07, 1995 (19950807)

**International Class:** **G06F-017/21**; B41J-005/30; B41J-029/38; **G06F-009/46**

**ABSTRACT**

...area is put back to the original area; and a key input process 15 performs **control** for setting the **POP-UP** flag **OFF**, and the interruption process is completed. Further, the application program receives the transferred data and... Di01

**B. Patent Files, Full-Text**

File 348:EUROPEAN PATENTS 1978-201008

(c) 2010 European Patent Office

File 349:PCT FULLTEXT 1979-2010/UB=20100218|UT=20100211

(c) 2010 WIPO/Thomson

File 324:GERMAN PATENTS FULLTEXT 1967-201003

(c) 2010 UNIVENTIO/THOMSON

? ds

Set	Items	Description
-----	-------	-------------

S1	4165	(E())MAIL??? OR EMAIL??? OR EMESSAGE? ? OR (E OR WEB())BASED OR ELECTRONIC? OR INSTANT?? OR HOT OR WEB) (2W) (MAIL? OR MESSAGE? ? OR CORRESPONDEN?)) (4N) (POP()UP? ? OR BANNER??? OR ADVERTI? OR AD OR ADS OR ADVERT? ? OR PROMOTION? ? OR OFFER? OR MARKET???? OR COMMERCIAL? ?)
----	------	--

S2	78132	(POP()UP? ? OR BANNER??? OR ADVERTI? OR AD OR ADS OR ADVERT? ? OR PROMOTION? ? OR OFFER? OR MARKET???? OR COMMERCIAL? ?) (8N) (OFF? ? OR DEACTIVAT???? OR CONCEAL? OR HIDE? ? OR HIDDEN?? OR HIDING?? OR SCREEN??? OR CLOSE? ? OR CLOSING?? OR COVER???)
----	-------	--

S3            262338    (POP()UP? ? OR BANNER??? OR ADVERTI? OR AD OR ADS OR ADVERT? ? OR PROMOTION? ? OR OFFER? OR MARKET??? OR COMMERCIAL? ?) (8N) (ACTIVAT???? OR SHOW??? OR REVEAL? OR VIEW??? OR WATCH??? OR READ??? OR DISPLAY??? OR PRESENT??? OR OPEN??? OR DOWNLOAD??? OR ACCESS???)

S4            6109    S2(8N) (SWITCH?? OR BUTTON?? OR ROLLOVER?? OR BADGE?? OR STICKER?? OR ICON? ? OR LINK?? OR CONTROL?? OR TOGGLE?? OR PUSHBUTTON?? OR PUSH()BUTTON?? OR IMBEDDED? ? OR CLICK???)

S5            1041    (POP()UP? ? OR BANNER??? OR ADVERTI? OR AD OR ADS OR ADVERT? ?) (5N) (OFF? ? OR DEACTIVAT???? OR CONCEAL? OR HIDE? ? OR HIDDEN?? OR HIDING?? OR CLOSE? ? OR CLOSING??) (5N) (SWITCH?? OR BUTTON?? OR ROLLOVER?? OR CONTROL?? OR TOGGLE?? OR PUSHBUTTON?? OR PUSH()BUTTON??)

S6            131    S1(5N)S2

S7            192    S1(20N)S2

S8            53    S7(5N)S3

S9            60    S7(20N)S3

S10           8    S9(5N)S4

S11           1    S1(5N)S5

S12           8    S10 OR S11

S13           8    IDPAT (sorted in duplicate/non-duplicate order)

S14           8    IDPAT (primary/non-duplicate records only)

**Dialog eLink: Order File History**

14/3K/3 (Item 3 from file: 349)

DIALOG(R)File 349: PCT FULLTEXT

(c) 2010 WIPO/Thomson. All rights reserved.

01901816

**DESKTOP ALERT WITH INTERACTIVE BONA FIDE DISPUTE INITIATION THROUGH CHAT SESSION FACILITATED BY DESKTOP APPLICATION**

ALERTE DE BUREAU AVEC LANCEMENT DE LITIGE DE BONNE FOI INTERACTIF PAR SESSION DE CLAVARDAGE FACILITEE PAR UNE APPLICATION DE BUREAU

**Patent Applicant/Patent Assignee:**

- **VISA USA INC**  
P.O. Box 8999, San Francisco, CA 94128-8999; US; US (Residence); US (Nationality); (For all designated states except: US)

**Patent Applicant/Inventor:**

- **KORGAV Ayse**  
1125 Park Place #211, San Mateo, CA 94403; US; US (Residence); US (Nationality); (Designated only for: US)

- **CHAN Raymond P P**  
2536 Sun Mor Avenue, Mountain View, CA 94040; US; US (Residence); US (Nationality); (Designated only for: US)
- **FENG Jie**  
806 Juno Lane, Foster City, CA 94404; US; US (Residence); CN (Nationality); (Designated only for: US)
- **COLGAN Michele Ann**  
171 Justin Circle, Alameda, CA 94502; US; US (Residence); US (Nationality); (Designated only for: US)

#### Legal Representative:

- **DESANDRO Bradley K (agent)**  
Quarles & Brady LLP, One Renaissance Square, Two North Central Ave, Phoenix, AZ 85004-2391; US

	Country	Number	Kind	Date
Patent	WO	2009140391	A2	20091119
Application	WO	2009US43795		20090513
Priorities	US	2008122573		20080516

#### Detailed Description:

...PC will have rendered specific details on the desktop about the privileges that are being **offered**. If a user **closes** an instant notification message by **clicking** on the X in the upper right hand corner of the **instant** notification **message**, the **offer** will still be available to the user. The user can **access** the **offer** by locating the **offer** in the BDA toolbar 1600 or by going into the 'My Privileges' section of the...

**Dialog eLink:** Order File History

14/3K/4 (Item 4 from file: 349)

DIALOG(R)File 349: PCT FULLTEXT

(c) 2010 WIPO/Thomson. All rights reserved.

01759361

**INTERACTIVE MESSAGES AND ADVERTISING**  
MESSAGES ET PUBLICITE INTERACTIFS

**Patent Applicant/Patent Assignee:**

- **THE TRUSTEES OF STEVENS INSTITUTE OF TECHNOLOGY**  
Castle Point on Hudson, Hoboken, NJ 07030; US; US (Residence); US (Nationality); (For all designated states except: US)

**Patent Applicant/Inventor:**

- **CHANDRAMOULI Rajarathnam**  
45 Line Road, Holmdel, NJ 07733; US; US (Residence); US (Nationality); (Designated only for: US)
- **SUBBALAKSHMI Koduvayur P**  
45 Line Road, Holmdel, NJ 07733; US; US (Residence); US (Nationality); (Designated only for: US)

**Legal Representative:**

- **JOSEPH Agostino (agent)**  
Greenberg Traurig, LLP, 200 Park Avenue, Florham Park, NJ 07932; US

	Country	Number	Kind	Date
Patent	WO	2008157352	A2-A3	20081224
Application	WO	2008US66917		20080613
Priorities	US	2007943978		20070614

**Detailed Description:**

...by the user. A visible logo is also embedded in the frames that contain the **advertisement**. Therefore, when the user **views** the video frames that contain the **advertisements**, the logo appears and prompts the user to **click** on the video to obtain the **hidden** message or **advertisement** via **e-mail**, etc. The logo disappears when the video frames not containing the advertisement appear. ; Using Flash...

**Dialog eLink:** Order File History

14/3K/6 (Item 6 from file: 349)

DIALOG(R)File 349: PCT FULLTEXT

(c) 2010 WIPO/Thomson. All rights reserved.

01324829

**MANUFACTURER PROMOTION AUTOMATION SYSTEM AND METHODS**  
**SYSTEME D'AUTOMATISATION DE PROMOTION DE FABRICANTS, ET PROCEDES**  
**CORRESPONDANTS**

**Patent Applicant/Patent Assignee:**

- **UNISONE CORPORATION**  
Suite 210, 2 Read's Way, New Castle, DE 19720; US; US (Residence); US (Nationality); (For all designated states except: US)

**Patent Applicant/Inventor:**

- **LUCAS Michael T**  
23901 Calabasas Road, #1078, Calabasas, CA 91302; US; US (Residence); US (Nationality)
- **PINNAM Venkata Ramana**  
3308 Forest Run Court, Madison, WI 53704; US; US (Residence); IN (Nationality)

**Legal Representative:**

- **NATH Gary M (agent)**  
Nath & Associates PLLC, 6th floor, 1030 15th Street, Northwest, Washington, DC 20005; US

	Country	Number	Kind	Date
Patent	WO	200607414	A2-A3	20060119
Application	WO	2005US21398		20050616
Priorities	US	2004579814		20040616

**Detailed Description:**

...Approve Promo 'tion" in the "View/Modify'detailed window. - User should have special privileges to access this.

9. Once **promotion** is approved then system should provide a **button** "Send **Promotion** Letters" on **promotion** detailed **screen**, if current **promotion** status is "Future **Promotion**". System should automatically identify if **emails** are already sent for **promotion** letters or not. If 'YES' then **display** a button "Re-send **Promotion** Letters" instead of "Send Promotion Letters" button.

All email correspondence will be stored in corresponding...

**Dialog eLink:** [Order File History](#)  
14/3K/8 (Item 8 from file: 349)  
DIALOG(R)File 349: PCT FULLTEXT  
(c) 2010 WIPO/Thomson. All rights reserved.

00748734

**SYSTEM AND METHOD FOR SIGNALING RECEIPT OF DATA ON A DISPLAY**  
**SYSTEME ET PROCEDE D'ACCUSE DE RECEPTION DE DONNEES, SUR UN AFFICHAGE**

**Patent Applicant/Patent Assignee:**

- **TIBURON TECHNOLOGY INC**  
P.O. Box 146, Rancho Santa Fe, CA 92067; US; US(Residence); US(Nationality); (For all designated states except: US)

**Patent Applicant/Inventor:**

- **MCALLISTER Craig**  
P.O. Box 146, Rancho Santa Fe, CA 92067; US; US(Residence); US(Nationality); (Designated only for: US)
- **MCALLISTER Suzanne**  
P.O. Box 146, Rancho Santa Fe, CA 92067; US; US(Residence); US(Nationality); (Designated only for: US)
- **NATION Andrew**  
2308 Altisma Way, Carlsbad, CA 92009; US; US(Residence); US(Nationality); (Designated only for: US)

**Legal Representative:**

- **REIDELBACH Charles F Jr(et al)(agent)**  
Higgs, Fletcher & Mack, LLP, Suite 2600, 401 West A Street, San Diego, CA 92101; US

	Country	Number	Kind	Date
Patent	WO	200062145	A1	20001019
Application	WO	2000US9292		20000407
Priorities	US	99128607		19990408
	US	99131429		19990428
	US	99142998		19990708

**English Abstract:**



...allow a computer to automatically connect providers and retrieve updates of the information to be **displayed**. **Email** notification (602) and **advertising** content (603) are then **displayed** as a **screen** saver or other **icon** (601) without end user intervention.

## IV. Text Search Results from Dialog

### A. NPL Files, Abstract

File 2:INSPEC 1898-2010/Feb W3  
(c) 2010 The IET  
File 35:Dissertation Abs Online 1861-2010/Jan  
(c) 2010 ProQuest Info&Learning  
File 65:Inside Conferences 1993-2010/Feb 26  
(c) 2010 BLDSC all rts. reserv.  
File 99:Wilson Appl. Sci & Tech Abs 1983-2010/Dec  
(c) 2010 The HW Wilson Co.  
File 474:New York Times Abs 1969-2010/Feb 26  
(c) 2010 The New York Times  
File 475:Wall Street Journal Abs 1973-2010/Feb 26  
(c) 2010 The New York Times  
File 583:Gale Group Globalbase(TM) 1986-2002/Dec 13  
(c) 2002 Gale/Cengage  
File 256:TecTrends 1982-2010/Feb W3  
(c) 2010 Info.Sources Inc. All rights res.  
File 23:CSA Technology Research Database 1963-2010/Dec  
(c) 2010 CSA.  
File 7:Social SciSearch(R) 1972-2010/Feb W3  
(c) 2010 The Thomson Corp  
File 34:SciSearch(R) Cited Ref Sci 1990-2010/Feb W3  
(c) 2010 The Thomson Corp  
File 434:SciSearch(R) Cited Ref Sci 1974-1989/Dec  
(c) 2006 The Thomson Corp

?ds

Set	Items	Description
S1	4137	(E())MAIL??? OR EMAIL??? OR EMESSAGE? ? OR (E OR WEB())BASED OR ELECTRONIC? OR INSTANT?? OR HOT OR WEB)(2W)(MAIL? OR MESSAGE? ? OR CORRESPONDEN?))(4N)(POP()UP? ? OR BANNER??? OR ADVERTI? OR AD OR ADS OR ADVERT? ? OR PROMOTION? ? OR OFFER? OR MARKET???? OR COMMERCIAL? ?)
S2	78878	(POP()UP? ? OR BANNER??? OR ADVERTI? OR AD OR ADS OR ADVERT? ? OR PROMOTION? ? OR OFFER? OR MARKET???? OR COMMERCIAL? ?)(7N)(OFF? ? OR DEACTIVAT???? OR CONCEAL? OR HIDE? ? OR HIDDEN?? OR HIDING?? OR SCREEN??? OR CLOSE? ? OR CLOSING?? OR COVER???)
S3	292602	(POP()UP? ? OR BANNER??? OR ADVERTI? OR AD OR ADS OR ADVERT? ? OR PROMOTION? ? OR OFFER? OR MARKET???? OR COMMERCIAL? ?)(7N)(ACTIVAT???? OR SHOW??? OR REVEAL? OR VIEW??? OR WATCH??? OR READ??? OR DISPLAY??? OR PRESENT??? OR OPEN??? OR DOWNLOAD??? OR ACCESS???)
S4	2589	S2(8N)(SWITCH?? OR BUTTON?? OR ROLLOVER?? OR BADGE?? OR STICKER?? OR ICON? ? OR LINK?? OR CONTROL?? OR TOGGLE?? OR PUSHBUTTON?? OR PUSH()BUTTON??)
S5	118506	(SERVER? ? OR NETWORK? ? OR HUB? ? OR COMPUTER? ? OR MAINFRAME? ? OR MAIN()FRAME? ? OR GATEWAY? ? OR HOST??? OR PROCESS?R? ? OR FILESERVER? ? OR WEBSERVER? ? OR SYSTEM? ?)(4N)(POP()UP? ? OR BANNER??? OR ADVERTI? OR AD OR ADS OR ADVERT? ? OR PROMOTION? ? OR COMMERCIAL? ?)
S6	205	(POP()UP? ? OR BANNER??? OR ADVERTI? OR AD OR ADS OR ADVERT? ?)(5N)(OFF? ? OR DEACTIVAT???? OR CONCEAL? OR HIDE? ? OR HIDDEN?? OR HIDING?? OR CLOSE? ? OR

CLOSING??) (5N) (SWITCH?? OR BUTTON?? OR ROLLOVER?? OR CONTROL?? OR TOGGLE?? OR  
PUSHBUTTON?? OR PUSH()BUTTON??)

S7	99	S1 AND S2
S8	27	S7 AND S3
S9	0	S8 AND S4
S10	3	S7 AND S4
S11	15	S7 AND S5
S12	7	S11 AND S6

Dialog eLink:

INSPTO Full Text Retrieval Options

16/3,K/9 (Item 9 from file: 2)

DIALOG(R)File 2: INSPEC

(c) 2010 The IET. All rights reserved.

04666614

**Title:** Database marketing in the investment goods industry

**Author(s):** Goetze, H.

**Journal:** Werkstatt und Betrieb , vol.123 , no.4 , pp.266-70

**Country of Publication:** West Germany

**Publication Date:** April 1990

**ISSN:** 0043-2792

**CODEN:** WKUBA9

**Language:** German

**Subfile(s):** C (Computing & Control Engineering); E (Mechanical & Production Engineering)

**INSPEC Update Issue:** 1990-015

**Copyright:** 1990, IEE

**Abstract:** ...tool. They permit more creative concepts and more specifically aimed use for marketing activities, better **control** of exhibition events and **advertising** while handling them in **close** relation to the target groups involved, and also more precise planning of field personnel activities...

## B. NPL Files, Full-text

File 20:Dialog Global Reporter 1997-2010/Feb 26

(c) 2010 Dialog

File 15:ABI/Inform(R) 1971-2010/Feb 25

(c) 2010 ProQuest Info&Learning

File 610:Business Wire 1999-2010/Feb 26

(c) 2010 Business Wire.

File 810:Business Wire 1986-1999/Feb 28

(c) 1999 Business Wire

File 613:PR Newswire 1999-2010/Feb 26  
     (c) 2010 PR Newswire Association Inc  
 File 813:PR Newswire 1987-1999/Apr 30  
     (c) 1999 PR Newswire Association Inc  
 File 634:San Jose Mercury Jun 1985-2010/Feb 25  
     (c) 2010 San Jose Mercury News  
 File 624:McGraw-Hill Publications 1985-2010/Feb 26  
     (c) 2010 McGraw-Hill Co. Inc  
 File 9:Business & Industry(R) Jul/1994-2010/Feb 25  
     (c) 2010 Gale/Cengage  
 File 275:Gale Group Computer DB(TM) 1983-2010/Jan 19  
     (c) 2010 Gale/Cengage  
 File 621:Gale Group New Prod.Annou.(R) 1985-2010/Jan 08  
     (c) 2010 Gale/Cengage  
 File 636:Gale Group Newsletter DB(TM) 1987-2010/Jan 25  
     (c) 2010 Gale/Cengage  
 File 16:Gale Group PROMT(R) 1990-2010/Feb 26  
     (c) 2010 Gale/Cengage  
 File 160:Gale Group PROMT(R) 1972-1989  
     (c) 1999 The Gale Group  
 File 148:Gale Group Trade & Industry DB 1976-2010/Feb 26  
     (c) 2010 Gale/Cengage  
 File 471:New York Times Fulltext 1980-2010/Feb 26  
     (c) 2010 The New York Times  
 File 570:Gale Group MARS(R) 1984-2010/Jan 25  
     (c) 2010 Gale/Cengage  
 File 635:Business Dateline(R) 1985-2010/Feb 26  
     (c) 2010 ProQuest Info&Learning  
 File 387:The Denver Post 1994-2010/Feb 25  
     (c) 2010 Denver Post  
 File 492:Arizona Repub/Phoenix Gaz 19862002/Jan 06  
     (c) 2002 Phoenix Newspapers  
 File 494:St LouisPost-Dispatch 1988-2010/Feb 25  
     (c) 2010 St Louis Post-Dispatch  
 File 631:Boston Globe 1980-2009/Dec 30  
     (c) 2010 Boston Globe  
 File 633:Phil.Inquirer 1983-2010/Feb 26  
     (c) 2010 Philadelphia Newspapers Inc  
 File 638:Newsday/New York Newsday 1987-2010/Feb 23  
     (c) 2010 Newsday Inc.  
 File 640:San Francisco Chronicle 1988-2009/Dec 13  
     (c) 2010 Chronicle Publ. Co.  
 File 641:Rocky Mountain News Jun 1989-2009/Jan 16  
     (c) 2009 Scripps Howard News  
 File 702:Miami Herald 1983-2010/Feb 26  
     (c) 2010 The Miami Herald Publishing Co.  
 File 703:USA Today 1989-2010/Feb 25  
     (c) 2010 USA Today  
 File 704:(Portland)The Oregonian 1989-2010/Feb 25  
     (c) 2010 The Oregonian  
 File 713:Atlanta J/Const. 1989-2010/Feb 26  
     (c) 2010 Atlanta Newspapers  
 File 714:(Baltimore) The Sun 1990-2010/Feb 26  
     (c) 2010 Baltimore Sun  
 File 715:Christian Sci.Mon. 1989-2009/Dec 07  
     (c) 2009 Christian Science Monitor  
 File 725:(Cleveland)Plain Dealer Aug 1991-2010/Feb 25  
     (c) 2010 The Plain Dealer  
 File 735:St. Petersburg Times 1989- 2010/Feb 26  
     (c) 2010 St. Petersburg Times  
 File 477:Irish Times 1999-2010/Feb 26  
     (c) 2010 Irish Times  
 File 710:Times/Sun.Times(London) Jun 1988-2010/Feb 26

(c) 2010 Times Newspapers  
 File 711:Independent(London) Sep 1988-2006/Dec 12  
 (c) 2006 Newspaper Publ. PLC  
 File 756:Daily/Sunday Telegraph 2000-2010/Feb 26  
 (c) 2010 Telegraph Group  
 File 757:Mirror Publications/Independent Newspapers 2000-2010/Feb 26  
 (c) 2010

?ds

Set	Items	Description
S1	540124	(E())MAIL??? OR EMAIL??? OR EMESSAGE? ? OR (E OR WEB())BASED OR ELECTRONIC? OR INSTANT?? OR HOT OR WEB)(2W)(MAIL? OR MESSAGE? ? OR CORRESPONDEN?))(4N)(POP()UP? ? OR BANNER??? OR ADVERTI? OR AD OR ADS OR ADVERT? ? OR PROMOTION? ? OR OFFER? OR MARKET???? OR COMMERCIAL? ?)
S2	3729420	(POP()UP? ? OR BANNER??? OR ADVERTI? OR AD OR ADS OR ADVERT? ? OR PROMOTION? ? OR OFFER? OR MARKET???? OR COMMERCIAL? ?)(5N)(OFF? ? OR DEACTIVAT???? OR CONCEAL? OR HIDE? ? OR HIDDEN?? OR HIDING?? OR SCREEN??? OR CLOSE? ? OR CLOSING?? OR COVER???)
S3	7884856	(POP()UP? ? OR BANNER??? OR ADVERTI? OR AD OR ADS OR ADVERT? ? OR PROMOTION? ? OR OFFER? OR MARKET???? OR COMMERCIAL? ?)(5N)(ACTIVAT???? OR SHOW??? OR REVEAL? OR VIEW??? OR WATCH??? OR READ??? OR DISPLAY??? OR PRESENT??? OR OPEN??? OR DOWNLOAD??? OR ACCESS???)
S4	41156	S2(8N)(SWITCH?? OR BUTTON?? OR ROLLOVER?? OR BADGE?? OR STICKER?? OR ICON? ? OR LINK?? OR CONTROL?? OR TOGGLE?? OR PUSHBUTTON?? OR PUSH()BUTTON??)
S5	1164569	(SERVER? ? OR NETWORK? ? OR HUB? ? OR COMPUTER? ? OR MAINFRAME? ? OR MAIN()FRAME? ? OR GATEWAY? ? OR HOST??? OR PROCESS?R? ? OR FILESERVER? ? OR WEBSERVER? ? OR SYSTEM? ?)(4N)(POP()UP? ? OR BANNER??? OR ADVERTI? OR AD OR ADS OR ADVERT? ? OR PROMOTION? ? OR COMMERCIAL? ?)
S6	1583	(POP()UP? ? OR BANNER??? OR ADVERTI? OR AD OR ADS OR ADVERT? ?)(3N)(OFF? ? OR DEACTIVAT???? OR CONCEAL? OR HIDE? ? OR HIDDEN?? OR HIDING?? OR CLOSE? ? OR CLOSING??)(3N)(SWITCH?? OR BUTTON?? OR ROLLOVER?? OR CONTROL?? OR TOGGLE?? OR PUSHBUTTON?? OR PUSH()BUTTON??)
S7	13639	S1(5N)S2
S8	14461	S1(10N)S2
S9	15878	S1(20N)S2
S10	715	S9(5N)S3
S11	804	S9(10N)S3
S12	828	S9(15N)S3
S13	48	S12(5N)S4
S14	1	S13(5N)S5
S15	1	S13(S)S5
S16	192	S9(5N)S5
S17	222	S9(20N)S5
S18	22	S17(5N)S3
S19	24	S17(20N)S3
S20	1	S19(5N)S4
S21	5	S9(20N)S6
S22	75	S13 OR S14 OR S15 OR S18 OR S19 OR S20 OR S21
S23	17	S22 NOT PY>1999
S24	14	RD (unique items)

**Dialog eLink:** **USPTO Full Text Retrieval Options**

24/3,K/5 (Item 3 from file: 15)

DIALOG(R)File 15: ABI/Inform(R)

(c) 2010 ProQuest Info&Learning. All rights reserved.

00773583 94-22975

**Making sense of interactive**

Poirier, Mark

Catalog Age v10n10 pp: 77-79

Oct 1993

**ISSN:** 0740-3119 **Journal Code:** CTA

**Word Count:** 1728

**Text:**

...and getting ready for interactive marketing, this is here now."

With online systems, he says, **marketers** can create a sales pitch, **download** it onto the system's database and measure response. Campaigns can take the form of messages on **electronic mail** bulletin boards, as **advertisements** flashed across the **computer screen** or as full-fledged shopping options. With **E-mail marketing**, Clark says, a **marketer** knows when a sales message was received, when and if it was opened, what action

24/3,K/8 (Item 1 from file: 9)

DIALOG(R)File 9: Business & Industry(R)

(c) 2010 Gale/Cengage. All rights reserved.

00602755 Supplier Number: 23180545 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**This e-mail message is brought to you by...**

**( ProductView Interactive plans to launch a free ad-supported e-mail service that would tag every piece of e-mail with an advertiser stamp or logo )**

Advertising Age , p 16

April 17, 1995

**Document Type:** Journal **ISSN:** 0001-8899 ( United States )

**Language:** English **Record Type:** Fulltext

**Word Count:** 469

**TEXT:**

...piece of e-mail with an advertiser "stamp," or logo. hen the e-mail is **opened**, another message from the **advertiser** would appear at the bottom of the **screen**, **offering** to **link** the **e-mail** user to more information, a coupon or a discount.

ProductView will launch the service later...

24/3,K/9 (Item 1 from file: 275)  
DIALOG(R)File 275: Gale Group Computer DB(TM)  
(c) 2010 Gale/Cengage. All rights reserved.

01915738 **Supplier Number:** 18127107 (Use Format 7 Or 9 For FULL TEXT )  
**Juno Online Services, AT&T team up for free E-mail service via the Net. (Internet**

PC Week , v13 , n12 , p59(1)  
March 25 , 1996

**Document Type:** Brief Article  
ISSN: 0740-1604

**Language:** English **Record Type:** Fulltext  
**Word Count:** 162 **Line Count:** 00015

...to users because it uses advertising to generate revenue. Each time the client software is **opened**, users will see two **ads** in the **E-mail** interface.

Users can access more information about the goods and services in the **advertisements** via hot **links** to additional **screens** of data.

The service uses 200 points of presence that AT&T Corp. built for

## V. Additional Resources Searched

[Insert]